

Scottish Mountain Bike Conference 2022 Leading The Way



03–05 November 2022
P&J Live, Aberdeen

PROGRAMME



Developing
Mountain Biking
in Scotland



Event Partners



DAY 1
03 NOVEMBER 2022

TRAILS, DESTINATIONS, & INNOVATION



Gary Vernon

Walton Foundation

Global good practice in creating a MTB destination

How Bentonville, Arkansas has gone from a few trails built by volunteers to being a key part of the business, social, and community landscape of not only the town but the wider Ozark region.



Maree Todd MSP

Scottish Government Minister for Public Health, Womens Health, & Sport

Scottish Government's perspective on mountain biking in Scotland

Scottish Government's perspective on mountain biking across Scotland including the support they have provided and how they view support for the sport and sector into the future.



Trudy Lindblade

CEO 2023 UCI Cycling World Championships

2023 UCI Cycling World Championships

The biggest cycling event ever will come to Scotland in 2023. With over 1 billion eyes with an interest in cycling going to be on Scotland, the event has the opportunity to profile our sport like never before.



Olve Norderhaug

Trysil Bike Arena, Destination Trysil

Creating a successful mountain bike destination

Trysil is Norway's largest ski resort has developed a structured programme of investment into mountain bike trail and destination development—creating a ground-breaking sustainable model.

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DAY 1
03 NOVEMBER 2022

TRAILS, DESTINATIONS, & INNOVATION



Stu Thomson

Cut Media

From Scottish Downhill Champion to creating brand & marketing strategies for the biggest global MTB companies in Scotland.

A story of riding Scottish Downhill Association events through to creating some of the most innovative brand marketing strategies in the mountain biking and cycling sector.



Jennifer Crow

Opportunity North East

Welcome to Aberdeen and Aberdeenshire & NEAT

How the host destination is working collaboratively to push forward infrastructure, business development, and innovation in mountain biking and wider adventure tourism.



Graeme McLean

Head of Developing Mountain Biking in Scotland

Update on progress and consultation on a refresh of the Scottish Mountain Bike Strategy 2019–2025.

Progress, on behalf of the members of the MTB Consortium, on the implementation of the 2019–2025 Scottish Mountain Bike Strategy and the key points from the refresh of the MTB Strategy.



Edward Shoote

Economic Infrastructure Development Specialist – South of Scotland Enterprise

**Reshoring, Remanufacturing and Innovation—
Re-introducing a bike industry to Scotland**

With the movement of the cycling industry towards reshoring manufacturing from the Far East into Europe and the need for a circular economy to help mitigate the environmental crisis there will be opportunities in Scotland, and beyond.

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DAY 1
03 NOVEMBER 2022

WORKSHOPS

Trails

Focus on strategic projects & Scottish MTB Trail Fund

HOSTED BY: **DMBinS**

Are the correct strategic projects identified across Scotland? Will they cope with the growing market?

Progress on Trail Fund and how we can maximise it to ensure the long-term sustainability of national support for the trails

Destination

MTB & Wider Adventure

HOSTED BY: **DMBinS & NEAT**

Integrating MTB into wider adventure – how do we develop this further and create complete destinations?

Innovation

Products

HOSTED BY: **Mountain Bike Centre Of Scotland /
Edinburgh Napier University**

Analysing the current innovation and business support eco-system to ensure that Scotland can position itself as a place for reshoring and remanufacturing.

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DAY 2
04 NOVEMBER 2022

TRAILS, HEALTH & SPORT



Brian Facer
CEO British Cycling

Nick Rennie
CEO Scottish Cycling

Creating a world class participation & sporting pathway

Scottish Cycling's & British Cycling's vision for the development of mountain biking in Scotland and across the UK.



Tracy Moseley
Bosch/Trek Ambassador

Dr Lesley Ingram-Sills
Edinburgh Napier University

Dan Cook
British Cycling

The impact of e-bikes

As the growth of e-bikes continues, new research will be launched which examines participants habits and the trends in the industry.



Manon Carpenter
Soil Searching

Learnings and observations of 2 years talking trails

Over the last two years Manon, ex-DH World Champion, has been interviewing key people in UK mountain biking to understand our relationship with the trails and how they are integral to the mountain biking experience.



Dr. Jamie Marshall
The International Surf Therapy Organization / Edinburgh Napier University

Surf Therapy; from the beach to the trail

Exploring how surfing has been operationalized to support health/well-being and what lessons can we learn for similar MTB approaches.

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DAY 2
04 NOVEMBER 2022

TRAILS, HEALTH & SPORT



Lars Wraae Jensen

DIRTT Project Manager

Progress on DIRTT Project

Update on the progress made to date, the next step in the journey of European wide accreditation for trail builders as part of DIRTT 2.0, and the vision for an integrated network of educational institutions across Europe delivering trail courses.



Dr. Hollie Fountain

Edinburgh Napier University

Evaluation on the Impact of Trail Therapy Programme

The premise of Trail Therapy is to deliver mountain bike sessions in a manner that helps accelerate and sustain recovery from people experiencing mental ill-health. The presentation will showcase the results of an academic appraisal of the programme.



Members of the local MTB scene

DMBinS/NEAT, Aberdeenshire Trails Association

Closing the conference with the drive and passion of the local MTB community

Aberdeenshire was once the forgotten destination in Scottish mountain biking. Over the last 10 years, the passion of the local community has driven it forward and it is on the verge, if not already achieved, its place as one of the best destinations in Scottish mountain biking.

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DAY 2
04 NOVEMBER 2022

WORKSHOPS

Health

International MTB Trail Therapy Network

HOSTED BY: **DMBinS and International Surf Therapy Network**

Workshop to explore the potential for an international network of mountain bike and mental health practitioners creating a body that can help and encourage knowledge share and spread of good practice.

Sport

Developing the Sporting Pathway in Mountain Biking

HOSTED BY: **Scottish Cycling**

Exploring the pathway in more detail to understand where collectively we can place available resources to help our athletes achieve on the world stage.

Bike Crime

Preventing & Reducing Bike Crime

HOSTED BY: **DMBinS and Police Scotland**

Bike crime has reached unprecedented levels over the last few years. Collectively we need to understand how we can work with Police Scotland to understand how they can help the MTB community, and industry, and how we can help them.

Trails

Professional Trail Builders & DIRT Tutors

HOSTED BY: **IMBA Europe**

Workshop with professional trail builders and DIRT Tutors to explore the concept of a sustainability reflection framework for trail planning and building, and to explore how the industry will get involved in the next phase of the DIRT T project.

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DAY 3
05 NOVEMBER 2022

SCOTTISH TRAIL SUMMIT

Morning Session

Option One

Trail Associations/Volunteer Network Session

A chance to support Aberdeenshire Trail Association on a trail maintenance/dig session as they look to further enhance the local trail network. Catch up with the group and other trail associations from across Scotland to share experiences and discuss the future of volunteer trail sessions over a trail tool.



Option Two

Professional Trail Builders & DIRTT Tutors—Site Visit Tarland Trails

A unique opportunity to visit Aberdeenshire's first large scale trail centre development and Scotland's largest community MTB project at Tarland Trails. Aimed at the trail building industry this session is a chance for a site visit at the circa £1m development facilitated by the lead contractors, CRC, looking at trail design, construction methods and future plans for the site.



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DAY 3
05 NOVEMBER 2022

SCOTTISH TRAIL SUMMIT

Afternoon Session

Ride Out

For those that are keen there will be opportunities to ride on days 1, 2 and 3 within 30mins of the conference venues so we encourage anyone interested to bring their kit and pedal out with the local riders.



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EVENING EVENTS

DAY 1 03 NOVEMBER 2022

DJ, Live Music, Street Food & MTB Films

Rounding off the first conference day with an evening of street food, craft beers, films, live music, DJ and brand exhibitions. A night not to be missed!



DAY 2 04 NOVEMBER 2022

Scottish Mountain Bike Awards 2022

The Scottish Mountain Bike Awards are a celebration of Scottish mountain biking and is a 'not to be missed' opportunity to showcase all that is awesome about our industry, the people and the sport.



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